

TABLE 4. Standard Metropolitan Statistical Areas: 1963-continued

| SIC code | Standard metropolitan statistical area and kind of business | Establishments | | Sales | | Payroll | | Payroll, | | Paid employees | Active proprie- |
|-------------|--|-------------------|-----------------------------|--|--|-----------------------------|---------------------------------------|--------------------------------------|--|----------------|-----------------|
| | | Total (number) | With payroll (number) | Total, all establish- ments (\$1,000) | Establish- ments with payroll (\$1,000) | entire year (\$1,000) | ended nearest Nov. 15 (dollars) | ended nearest Nov. 15 (number) | tors of unincor- porated businesses (numbe | | |
| | MILWAUKEE MSA, Continued FURNITURE, HOME FURNISHINGS, EQUIPMENT STORES | | | | | | | | | | |
| 57 | | 521 | 413 | 79 428 | 77 356 | 11 709 | 231 553 | 2 470 | 347 | | |
| 571 | | | | | | 7 184 | 141 098 | 1 439 | 195 | | |
| 5712 | | | | | 31 177 | | 98 061 | 970 | 97 | | |
| 5713 | | 59 | 51 | 8 968 | 8 828 | 1 550 | 30 577 | 282 | 35 | | |
| | | 42 | 24 | 1 616 | 1 426 | 232 | 4 698 | 79 | 43 | | |
| 5715 | | 9 | 9 | 1 015 | 1 015 | 262 | 5 161 | 71 | 4 | | |
| 5719 | | 16 | 12 | 522 | 492 | 132 | 2 601 | 37 | 16 | | |
| 572 | | 91 | 73 | 15 590 | 15 224 | 1 810 | 35 752 | 381 | 56 | | |
| | | | | 12 148 | 12 068 | 1 645 | 33 337 | 338 | 47 | | |
| 5733 | | 62 | 50 | 7 482 | 7 124 | 1 090 | 21 366 | 312 | 49 | | |
| | | 19 | 15 | 1 327 | 1 221 | 126 | 2 237 | 40 | 17 | | |
| | | 43 | 35 | 6 155 | 5 903 | 964 | 19 129 | 272 | 32 | | |
| | EATING* DRINKING PLACES | | | | | | | | | | |
| 58 | | 3 363 | 2 187 | 153 780 | 133 200 | 30 356 | 636 538 | 13 509 | 3 403 | | |
| 5812 | | 1 323 | 1 139 | 88 596 | 86 088 | 23 165 | 483 032 | 18 260 | 1 217 | | |
| | | 953 | 811 | 68 224 | 66 213 | 18 503 | 387 624 | 8 103 | 913 | | |
| | | 28 | 28 | 2 430 | 2 428 | 854 | 17 809 | 339 | 9 | | |
| | | 253 | 215 | 11 223 | 10 767 | 2 135 | 41 491 | 1 035 | 222 | | |
| | | 89 | 85 | 6 722 | 6 680 | 1 673 | 36 108 | 783 | 73 | | |
| | | 2 040 | 1 048 | 65 184 | 47 112 | 7 191 | 153 506 | 3 249 | 2 | | |
| | DRUG STORES, PROPRIETARY STORES | | | | | | | | | | |
| | | 342 | 324 | 52 587 | 52 123 | 7 598 | 153 001 | 2 569 | 245 | | |
| | | 328 | 314 | 50 606 | 50 158 | 7 365 | 146 751 | 2 439 | 234 | | |
| | | 14 | 10 | 1 981 | 1 965 | 233 | 6 250 | 130 | 11 | | |
| | OTHER RETAIL STORES | | | | | | | | | | |
| | | 1 378 | 902 | 125 763 | 115 397 | 14 339 | 292 392 | 3 721 | 1 197 | | |
| | | 266 | 196 | 35 510 | 31 306 | 1 725 | 34 021 | 616 | 268 | | |
| | | 120 | 52 | 3 735 | 3 077 | 681 | 13 676 | 222 | 102 | | |
| | | 29 | 3 | 231 | (D) | (D) | (D) | (D) | (D) | | |
| | | 91 | 49 | 3 504 | (D) | (D) | (D) | (D) | (D) | | |
| | | 43 | 39 | 3 599 | 3 589 | 604 | 9 853 | 171 | 33 | | |
| | | 16 | 12 | 1 249 | 1 239 | 158 | 3 029 | 57 | 12 | | |
| | | 27 | 27 | 2 350 | 2 350 | 446 | 6 824 | 114 | 21 | | |
| | | 94 | 50 | 6 044 | 4 926 | 639 | 12 149 | 166 | 90 | | |
| | | 78 | 38 | 5 437 | 4 377 | 544 | 10 236 | 136 | 73 | | |
| | | 16 | 12 | 607 | 549 | 95 | 1 931 | 30 | 17 | | |
| | | 42 | 24 | 5 746 | 5 192 | 410 | 8 143 | 100 | 38 | | |
| | | 6 | 2 | 344 | (D) | (D) | (D) | (D) | (D) | | |
| | | 42 | 36 | 3 223 | (D) | (D) | (D) | (D) | (D) | | |
| | | 121 | 81 | 8 328 | 7 700 | 1 275 | 26 180 | 334 | 95 | | |
| | | 86 | 58 | 31 925 | 31 347 | 4 209 | 85 758 | 644 | 62 | | |
| | | 27 | 21 | 13 463 | 13 371 | 1 490 | 36 111 | 226 | 20 | | |
| | | 4 | | 62 | | | | | 4 | | |
| | | 51 | 33 | 17 759 | 17 335 | 2 576 | 46 482 | 394 | 37 | | |
| | | 4 | 4 | 641 | 641 | 143 | 3 162 | 24 | 1 | | |
| | | 140 | 88 | 5 334 | 4 706 | 930 | 18 686 | 295 | 136 | | |
| 5993 | | | | | | | | | | | |
| | | 45 | 25 | 2 146 | 1 698 | 154 | 2 686 | 73 | 38 | | |
| | | 19 | 15 | 1 146 | 1 086 | 185 | 3 974 | 62 | 17 | | |
| | | 41 | 35 | 4 292 | 4 166 | 543 | 11 546 | 128 | 24 | | |
| | | 53 | 29 | 1 153 | 881 | 125 | 2 548 | 60 | 52 | | |
| | | 72 | 66 | 4 296 | 4 168 | 1 140 | 21 602 | 209 | 53 | | |
| | | 10 | 8 | 1 041 | 1 035 | 209 | 3 441 | 34 | 9 | | |
| | | 7 | 7 | 552 | 552 | 93 | 1 747 | 36 | | | |
| | | 36 | 30 | 2 948 | 2 888 | 295 | 13 957 | 286 | 20 | | |
| | | 10 | 6 | 417 | 387 | 57 | 1 702 | 19 | 7 | | |
| | | 26 | 10 | 516 | 218 | 34 | 590 | 17 | 27 | | |
| | | 99 | 45 | 3 468 | 2 970 | 582 | 12 064 | 146 | 82 | | |
| | NONSTORE RETAILERS | | | | | | | | | | |
| | | 499 | 121 | 55 383 | 50 787 | 10 145 | 199 267 | 2 591 | 431 | | |
| | | 25 | 17 | 20 943 | 20 871 | 4 659 | 94 644 | 1 463 | 12 | | |
| | | 76 | 40 | 17 125 | 16 419 | 2 646 | 52 932 | 498 | 58 | | |
| R95 | | 398 | 64 | 17 315 | 13 497 | 2 840 | 51 691 | 630 | 361 | | |

Standard Notes: - Represents zero. (D) Withheld to avoid disclosure.
 *Nonstore retailers, part of SIC major group 53, are shown separately in this table.

(NA) Not available.

(X) Not applicable.